

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT & COMPANY, INC.

Ad No. 656-C2 - IN A SEA OF ULTRA LIGHTS[®] - Reg. No. M20952 - Page, 5/C -
(9 3/4 x 11 1/4 inches)
Sunday Supplements, 1991

In a sea of ultra lights.



We're an island of flavor.

Unexpected Flavor in an ultra low tar.

SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.

© 1991 Merit Inc. 100%

11 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.